



URBANWOOD PROJECT PARTNER 2009-2010 MEMBERSHIP AGREEMENT

This document serves as a Membership Agreement between Recycle Ann Arbor, the Southeast Michigan Resource Conservation and Development Council, and the business named below:

| | |
|--------------------------|----------------------------|
| Business Name: | |
| Main Contact: | Title: |
| Address: | |
| Phone: | Fax: |
| E-mail: | Website: |
| Type of Business: | Products Available: |

TERMS OF ANNUAL AGREEMENT

The business named above agrees to participate in the Urbanwood Project as an *Urbanwood Partner* by:

1. Using the Urbanwood logos and promotional materials as appropriate for your business.
2. Using the *urbanwood.org* online inventory, ReUse Center retail space, Urbanwood logos, and Urbanwood promotional materials only for products that are made from urban wood. “Urban wood” is defined here as wood from trees *not* harvested for their timber value. Examples of this wood primarily include logs from municipal or private landscape tree removals and trees killed by storm or pest outbreaks. Members who supply urban wood may also use the named marketing materials to promote other types of urban reclaimed wood products, such as “waste” wood from other wood product manufacturers and wood (such as beams or lumber) retained from deconstruction, although this is not the primary focus of the program.

[Please note: The member business may also continue to work with traditionally logged timber; however these products must be kept separate from the Urbanwood products so that they are not included in our online or in-store retail inventory and do not carry the Urbanwood logo.]

3. Whenever possible, trying to keep track of the “story” behind the wood source to include with the inventory. Customers are likely to respond more strongly to products that carry a local story.
4. Attending at least two meetings of the Urbanwood marketing group per year. This is a helpful way to get to know the other members of the group, develop new business connections, and learn new skills.
5. Updating the online inventory with lumber or higher-value wood products *at least once per month*. The success of this sales program depends on having current information available for our customers.
6. Paying an annual membership fee of \$180 (averaging \$15/mo). This fee will primarily be used to maintain the Urbanwood.org website. The amount for the membership fee will be revisited annually to make sure that it adequately covers ongoing costs while remaining as affordable as possible for all members. All new members will receive a free trial membership of three months before being charged the annual fee.

Additionally, the business named above agrees to the following organizational structures for the Urbanwood Project:

- The group will vote to select a leadership team, made up of four to six members, elected to two-year terms. This team will be responsible for directing the priorities and activities for the Urbanwood Project. The leadership team will also handle final decision-making on “gray areas,” such as new issues not currently addressed in this agreement. Given the extra responsibilities of the leadership team, their respective businesses will have the option of waiving their dues during the service term.
- Significant program changes, such as alteration of this agreement, will be put before the entire membership for vote. Changes will only be made after final approval by the leadership team.
- If membership requirements are not fulfilled, the member in violation will receive a one-month warning to rectify the situation. If, after one month’s time, the requirement is still not met, the member (and all associated products) will be removed from the online listing and any retail operations.
- The success of the Urbanwood Project rests on the professionalism and product quality of all of its members. The work of any member reflects on all of the others in the group. The group reserves the right to remove a member from the Urbanwood Project should an issue of professionalism or product quality arise. The removal of a member must be approved by the leadership team and will be done only as a last resort if other interventions are not successful.

On behalf of my company, I agree to the criteria for Urbanwood products and to the terms and conditions of this membership agreement:

Signature: _____ Print name: _____

Company: _____ Date: _____



WHY JOIN THE URBANWOOD PROJECT?

| Urbanwood Member Benefits | Urbanwood Member Costs |
|--|--|
| Unlimited use of online marketplace to showcase current product inventory | \$180 annual dues |
| Potential use of retail space at RAA's ReUse Center for consignment sales of urban wood products | Time for participating in at least two meetings per year |
| Opportunities for training workshops and business development assistance | Time for updating the online inventory |
| Networking opportunities with other similar businesses | Optional: Time participating in the leadership team |
| Shared marketing expenses (such as print materials, trade shows, and online presence) | |
| Greater visibility for your business and products | |
| Group memberships in other marketing organizations (such as Think Local First) | |
| Access to new customer groups (such as green builders) through Recycle Ann Arbor's Environmental House | |
| Use of professionally designed logo and marketing materials | |